

**ISSUE/PROGRAM REPORTS**

**FOR FIRST QUARTER 1999**

**F.C.C. 73.3256 (A) (9)**

**SUBMITTED BY: KTRK-TELEVISION, INC  
HOUSTON, TX**

**APRIL 10, 1999**

## **INTRODUCTION**

From January 1 through March 31, 1998, KTRK-TV broadcast two half-hour weekly local public affairs programs:

### **VIVA HOUSTON**

**(SATURDAYS, 12:30 PM)**

**Program geared toward the needs, interests and concerns of the Hispanic community.**

### **CROSSROADS**

**(SATURDAYS, 1:00 PM)**

**Program geared toward the needs, interests and concerns of the African-American community.**

And broadcast one-hour long local morning program:

### **DEBRA DUNCAN**

**(MONDAY-FRIDAY, 9:00 AM)**

**Program geared toward the general public dealing with issues & entertainment.**

In addition to the programs, news reports and public service announcements described in this report, the station broadcast all programs provided by the ABC Television Network. The network's report entitled, "ABC-TV, Network First Quarter 1999 Program Information" is filed separately.

KTRK-TV's programs, news reports and public service announcements provided significant treatment of the following issues that were important to the community in the fourth quarter of 1999.

- 1) Houston Livestock Show & Rodeo
- 2) Blood Shortage
- 3) Health Care
- 4) Law Enforcement
- 5) Child Abandonment
- 6) Unemployment
- 7) Hate Crimes
- 8) Drugs & Alcohol Abuse
- 9) Cults
- 10) Government
- 11) Immunizations

**ISSUE: HOUSTON LIVESTOCK SHOW & RODEO**

The Houston Livestock Show and Rodeo provides family entertainment, supports educational endeavors and rewards scholarships to students. This annual event also provides millions of dollars to the Houston economy. KTRK-TV provided extensive coverage of local activities.

**VIVA HOUSTON (1/30/99, 12:30 PM, LOCAL, 6:00 minutes)**

Guest Frank Flores, with the Houston Rodeo "Go Tejano" Scholarship Committee, encouraged the community to take part in the scholarship fund-raising events and announced the availability of scholarships for area youth.

**HOUSTON LIVESTOCK SHOW AND RODEO PARADE**

**(2/13/99, 10:44 AM-12:00 PM; LOCAL, 1 hour 15 minutes)**

LIVE coverage of the annual Livestock Show and Rodeo parade in downtown Houston.

**CHANNEL 13 PRESENTS: "AUTHENTIC TEXAS TASTE"**

**(2/13/99, 5:00-5:30 PM, LOCAL, 30 minutes)**

LIVE broadcast from the Houston Livestock Show and Rodeo barbecue cookoff.

**CROSSROADS (2/16/97, 12:00-12:30 PM, LOCAL, 4 minutes)**

Interview with Ernie Collins, chairman, Black Go Texan Committee about the activities surrounding the Houston Livestock Show and Rodeo's "Black Heritage Day", which is dedicated to preserving the culture of the African American western heritage.

**CHANNEL 13 PRESENTS: ABC'S OF THE HLS&R**

**(2/22/97, 5:00-5:30 PM, LOCAL, 30 minutes)**

Half hour special that takes a look behind the scene of the Houston Livestock Show and Rodeo and gives insight into what it takes to put a rodeo together.

**CHANNEL 13 PRESENTS: FIVE TO WATCH**

**(2/22/97, 6:30-7:00 PM, LOCAL, 30 minutes)**

Half hour special profiling five rodeo contenders whom will be performing at the rodeo.

**CHANNEL 13 PRESENTS: HOOFBEATS, HEARTBEATS & HEROES**

**(3/1/97, 6:30-7:00 PM, LOCAL, 30 minutes)**

Reporter Don Nelson takes a look at how the livestock, music and the champions at the rodeo.

ISSUE/PROGRAM REPORTS  
(January 1-March 31, 1999)  
FILED APRIL 10, 1999  
KTRK-TV, HOUSTON

2-2-2

### **ISSUE: BLOOD SHORTAGE**

The spring months create additional problems for hospitals due to a shortage of blood supply. KTRK-TV, St. Luke's Episcopal Hospital and the Gulf Coast Regional Blood Center joined forces for a two day "ABC/13 Citywide Spring Blood Drive". Viewers were encouraged to stop by Channel 13 studios and several mall locations to donate blood to help increase the supply during this critical time of the year. Viewers donated over 2000 units of blood.

#### **VIVA HOUSTON (3/6/99; 12:30-1:00 PM, LOCAL, 5 minutes)**

Guest Pamela Powell, chief marketing officer with the Gulf Coast Regional Blood Bank and blood recipient and heart patient at St. Luke's Episcopal Hospital Oscar Dominguez, talked about recent blood bank shortages and the crucial need for people to donate blood to help save lives. The public was invited to ABC/13's annual blood drive undertaken in partnership with the Blood Center and St. Luke's Episcopal Hospital.

#### **CROSSROADS, ( 3/10/99/, 1:00-1:30PM, LOCAL, 5 minutes)**

Guests Dr. Arthur Bracey, medical director of St. Luke's Blood Donation program and Mr. John Drury, director of corporate communications with the Gulf Coast Regional Blood Center, discuss the importance of donating blood in order to maintain a sufficient blood supply at local blood banks.

#### **EYEWITNESS NEWS (3/23-26/99, 6:00-7:00 PM, 6 minutes)**

Eyewitness News reporters filed various reports on patients who benefit from blood donations during major surgeries and the importance of donating blood.

#### **ABC/13 SPRING BLOOD DRIVE**

**(3/26/99, 5:30 AM; 6 AM NEWSCASTS; LIVE CUT-INS; LIVE AT FIVE; EYEWITNESS NEWS AT 6 PM AND 10 PM, LOCAL, 25 minutes)**

Coverage of the blood drive held in the Channel 13 studios and several shopping mall locations as viewers donated blood from 7 AM until 9 PM.

Ran a series of public service announcements promoting blood donations for the ABC/13 Spring Blood Drive.

ISSUE/PROGRAM LIST  
(January 1-March 31, 1999)  
FILED APRIL 10, 1999  
KTRK-TV, HOUSTON

3-3-3

**ISSUE: HEALTH CARE**

Health care for children has become an important issue in our community, according to a recent report from the Houston Chronicle, nearly 250 thousand children in the Houston area have no health care insurance. Two years ago, the Texas State Legislature introduced, The Texas Healthy Kids Program, a new health plan, that provides affordable comprehensive health coverage for infants and youth 2 to 17 years of age. KTRK provided viewers with information about this new insurance coverage and other health care issues.

**DEBRA DUNCAN (3/8/99, 9:00-10:00 PM, LOCAL, 60 minutes)**

Millions of Americans suffer from chronic pain 24 hours a day and many times doctors are at a loss when it comes to treating it. On today's program, patients talk about their daily ordeal and the techniques they use to control their pain. Also, a discussion and the latest medical breakthroughs design to help.

**CROSSROADS (3/10/99, 1:00-1:30PM, LOCAL, 4 minutes)**

New medical procedures have proven effective in treating people living with Sickle Cell Disease. The Sickle Cell Association of the Texas Gulf Coast provides a number of programs and services for children as well as adults with the disease. Loretta Wiggins, with the Sickle Cell Association, provided us with details about their upcoming gala and information about new testing procedures for checking babies for this disease.

**VIVA HOUSTON (3/13/99, 12:30-1:00 PM, LOCAL, 5 minutes)**

Interview with Rebecca Jasso, executive director of the Sickle Cell Association, about the special needs of people who have sickle cell disease. She highlighted the self-help, informational and referral services that the association provides for sickle cell patients and their families and invited the public to support the association's annual benefit.

(more)

ISSUE/PROGRAM LIST  
(January 1-March 31, 1999)  
FILED APRIL 10, 1999  
KTRK-TV, HOUSTON

4-4-4

**ISSUE: HEALTH CARE**

**CROSSROADS (3/13/99, 1:00–1:30 PM LOCAL, 5 minutes)**

Although many parents work, they are still unable to afford health care insurance for themselves and their children. Chris Born, president of the Texas Children's Health Plan discussed the specifics of the Texas Healthy Kids Program designed to provide parents with affordable insurance coverage for their children.

**CROSSROADS (3/13/99, 1:00-1:30PM, LOCAL, 5 minutes)**

The Center of Hope and Day Break Community Health Centers recently opened their doors to provide a variety of services to men, women and children in the Houston area. The Center of Hope is also the site of St. John's Academy a pre-school program for kids infected with AIDS. Rev. Juanita Rasmus , pastor of St. John's United Methodist Church was on hand to discuss the opening of the new facilities and the services they will offer.

ISSUE/PROGRAM REPORTS  
(January 1-March 31, 1999)  
FILED APRIL 10, 1999  
KTRK-TV, HOUSTON

5-5-5

**ISSUE: LAW ENFORCEMENT**

The Houston Police Department's "March on Crime," is an annual public awareness campaign, held during the month of March designed educate the public about crime prevention. KTRK-TV provided a segments on this issue.

**DEBRA DUNCAN (1/22/99, 9:00-10:00 AM, LOCAL, 60 minutes)**

Becoming a victim of a violent crime can happen at anytime, today's program focused on ways that children and women can protect themselves against criminals by using various self-defense techniques and being aware of their surroundings.

**EYEWITNESS NEWS AT 6 PM (2/19/99; 2/21/99-2/25/99; 6:00-7:00 PM, LOCAL, 23 minutes)**

**EYEWITNESS NEWS AT 6 PM (2/19/99; 2/21/99-2/25/99; 10:00-10:30 PM; LOCAL, 22 minutes)**

Eyewitness News undercover reporter Wayne Dolcefinos takes a look at teaches in the Houston Independent School District who have criminal records that were never checked out by the school district for allegedly, being child molesters, abusers and have sexual assault convictions. As a result of this five-year investigation, the school district will now fire all employees who sexually and physically abuse students.

**VIVA HOUSTON (3/20/99, 12:30-1:00 PM, LOCAL, 15 minutes)**

This two-part interview focused on crime prevention efforts by Houston Police Department. The guests were HPD Officer with the Community Services Division Mary Luna, HPD Juvenile Division Officer Donald Swonke, HPD Homicide Division Sgt. assigned to the "Chicano Squad" C.T. Mosqueda, and the Mayor's Anti-gang Office director Kim Ogg. The officers discussed the challenges that they face addressing youth crime in the community. Ms. Ogg highlighted steps that the Mayor's Anti-gang Office is taking to address gang-related crime and gang retaliation. The conversation pointed to resources available through HPD's Community Services Division and the Mayor's Anti-gang Office.

**CRIMESTOPPERS (Weekly, 5:00 PM; 11:00 PM, 6:00 AM, LOCAL, 6 minutes)**

A dramatic re-enactment of the "Crime of the Week" produced by KTRK-TV in conjunction with the Houston Police Department and Crime Stoppers, Inc.

ISSUE/PROGRAM LIST  
(January 1-March 31, 1999)  
FILED APRIL 10, 1999  
KTRK-TV, HOUSTON

6-6-6

**ISSUE: CHILD ABANDONMENT**

From December 23, 1998 to February 11, 1999, six healthy newborn babies were found in Houston and surrounding areas abandoned in hospitals, schools and city streets. Health officials have expressed concern over this disturbing trend and want the public to know there are safe options available for mothers in need.

**DEBRA DUNCAN (2/1/99, 9:00–10:00 PM, LOCAL, 60 minutes)**

Discussion about why mothers abandon and leave their babies to die and what impact this decision can have on children who have been abandoned.

**CROSSROADS (3/6/99, 1:00–1:30 PM, LOCAL, 8 minutes)**

Interview with Judy Hay, community relations director with Harris County Protective Services and Sylvia Franmeier, manager of adoptive services with Delpelchin Children's Services about the alarming number of babies who have been abandoned by their mother in recent months. They also provided viewers with information about various organizations that can help a parent who are unable to care for their children.



ISSUE/PROGRAM REPORTS  
(January 1-March 31, 1999)  
FILED APRIL 10, 1999  
KTRK-TV, HOUSTON

7-7-7

### **ISSUE: UNEMPLOYMENT**

With unemployment figures declining, more individuals are entering the job market. Programs are now available to assist people with their job search, particularly, homeless men and women. KTRK-TV talked to agencies that are bringing people out of welfare to work programs.

#### **VIVA HOUSTON (1/30/99, 12:30-1:00 PM, LOCAL, 5 minutes)**

Guest Jenny Castaneda, director of the Hispanic Forum, sponsor of the annual career day, along with guest Cesar Martinez, honorary student co-chair of the event stressed the importance of students taking part in the city-wide all-day fair to learn about scholarship opportunities, higher education options and education resources.

#### **DEBRA DUNCAN (3/3/99, 9:00-10:00 AM, 60 minutes)**

Recently, the Houston job market has been hit hard by corporate cutbacks, today's program focused on steps individuals can take to survive corporate downsizing and even become entrepreneurs.

#### **VIVA HOUSTON (3/6/99, 12:30-1:00 PM, LOCAL, 5 minutes)**

Guest Arlette Molina, president of Hispanic Women in Leadership, highlighted the issues of major concern to Latinas, including education and professional advancement. She also highlighted topics on the agenda of the annual conference of Hispanic Women in Leadership.

#### **VIVA HOUSTON (3/13/99, 12:30 PM, LOCAL, 5:30 minutes)**

Guest Herlinda Gonzales, Director of the community-based SER Jobs for Progress, announced the organizations new one-stop jobs/careers centers. She highlighted the various employment search and interview preparation services available the area residents.

ISSUE/PROGRAM REPORTS  
(January 1-March 31, 1999)  
FILED APRIL 10, 1999  
KTRK-TV, Houston

8-8-8

### **ISSUE: HATE CRIMES**

Racial violence and prejudice continues to be prevalent in today's society. After a jury found John William King guilty of the murder of James Byrd Jr., the city of Jasper, TX and the country are working to tackle the issue of racism. In wake of this murder, a other crimes that deal with racism, a hate crime bill is before the Texas Legislature to insure prosecution of crimes where race seems to be a motivating factor.

#### **DEBRA DUNCAN (1/15/99, 9:00-10:00 AM, LOCAL, 60 minutes)**

On the day of his birthday, Yolanda King, daughter of slain civil rights leader Dr. Martin Luther King, Jr. talks about her father's legacy and dreams of the future without racism and prejudice.

#### **DEBRA DUNCAN (2/26/99, 9:00-10:00 AM, LOCAL, 60 minutes)**

Interview with Renee Mullins, oldest daughter of James Byrd Jr., who was a victim of a hate crime in Jasper, TX. Discussion focused on how her father's murder has impacted not only people in Houston, but across the nation. Other guest included Don Clark, FBI Special Agent in charge of the Jasper investigation, Rev. Kenneth Lyons, pastor of New Bethel Baptist Church in Jasper, Jonathon Bernstein, Anti-Defamation League and Douglas Koebernick, Superintendent, Jasper ISD.

ISSUE/PROGRAM REPORTS  
(January 1-March 31, 1999)  
FILED APRIL 10, 1999  
KTRK-TV, HOUSTON

9-9-9

**ISSUE: DRUG AND ALCOHOL ABUSE**

According to the National Center on Addiction and Substance Abuse, during the 1980's drug and alcohol use among teenagers and preteens was on the decline, however, since 1991, the organization has reported an increase once again in drugs and alcohol. For many college and even high school students, spring break is usually a time when drug and alcohol use goes up and that can be a deadly combination. KTRK-TV provided segments on programs that are available to help teens and parents in need.

**DEBRA DUNCAN (3/12/99, 1:00-1:30 PM, LOCAL, 60 minutes)**

Program focused on spring break tragedies that can occur and during this time of year, from rape, drunk driving, drug overdosing, and even murder. Program provided parents with information on ways to protect their children during this deadly time of year.

**CROSSROADS (3/13/99, 1:00-1:30 PM, LOCAL, 7 minutes)**

A video profile of the Golden Eagle Leadership Academy, an innovative drug treatment program in Houston's 5<sup>th</sup> ward, provides male teens with positive alternatives to drugs. The Academy also provides youth with an academic curriculum that will enable them to complete their high school requirements. Guests include Richard Johnson, Executive Director, Golden Eagle Leadership Academy and two residents.

ISSUE/PROGRAM REPORTS  
(January 1-March 31, 1999)  
FILED APRIL 10, 1999  
KTRK-TV, Houston

10-10-10

### **ISSUE: CULTS**

There are over five thousand active cults in America and everyday their disciples are out looking for new members to recruit. Those aren't the cults that necessarily make the headlines, so by the time the cults make the news, chances are some of their members are already dead because they try to escape. KTRK-TV took a look at this issue and provided information to parents about the warning signs to look for in their family members.

### **DEBRA DUNCAN (2/16/99, 9:00-10:00 AM, LOCAL, 60 minutes)**

Program focused on cults in America and how teenagers, well educated adults and others are enticed into joining them with a promise of becoming a part of a family with certain religious doctrines, and soon after, realize that they have actually lost control of their lives. Several professionals talk about the warning signs and how to go about de-programming their love ones.

ISSUE/PROGRAM REPORTS  
(January 1-March 31, 1999)  
FILED APRIL 10, 1999  
KTRK-TV, HOUSTON

11-11-11

### **ISSUE: GOVERNMENT**

On December 19<sup>th</sup> the Republican controlled house voted on several articles to impeach President William Jefferson Clinton, making this the second time in the nation's history that a president was impeached. KTRK-TV provided viewers with comprehensive information regarding this governmental process.

#### **VIVA HOUSTON** (1/9/99, 12:30-1:00 PM, LOCAL, 10 minutes)

Interview with LULAC president Rick Dovalina and newly elected State Representative Rick Noriega focused social and political issues of concern to the Hispanic community, including education, economic development, immigration, the 2000 Census and voting rights.

#### **CROSSROADS** (1/9/99, 1:00-1:30 PM, LOCAL, 7 minutes)

Interview with Texas Southern University Associate Professor of Public Affairs, Dr. Sanders Anderson about the outcome of President Clinton's impeachment trial, which was to be voted on in late January by the Senate. The Senate was considering a number of options including censure and conviction of the President's impeachment. A discussion on the impact the Senate vote would have on our country nationally and internationally.

#### **CROSSROADS** (1/9/99, 1:00-1:30 PM, LOCAL, 5 minutes)

Jan Wilbur, President of the League of Women Voters of Houston, talked about the opinion polls of voters surveyed during President Clinton's impeachment trials. Also discussed how various politicians sway public opinion polls and the importance of becoming an informed voter by attending political debates, obtaining voters guides and volunteering to work political campaigns.

ISSUE/PROGRAM LIST  
(January 1-March 31, 1999)  
FILED APRIL 10, 1999  
KTRK-TV, HOUSTON

12-12-12

**ISSUE: IMMUNIZATIONS**

KTRK-TV provided segments to encourage parents to have their children immunized to protect them from childhood diseases. KTRK-TV also provided brochures that listed the types of shots and a timeline for children to be immunized.

**VIVA HOUSTON** (3/27/99, 12:30-1:00 PM, LOCAL, 6 minutes)

Guest Nancy Mathis, R.N. with Harris County Public Health & Environmental Services and Rosie Perez, board member of the Houston Area Immunization Coalition stressed the importance of parents making sure their children receive needed immunizations. The public was informed of the medical services and resources offered through these two entities. An immunization drive offering free immunizations to area residents was announced as a public service campaign sponsored by ABC/13.

**VIVA HOUSTON**  
**ISSUES SUMMARY**  
**Jan-Mar 1999**

**\*VIVA HOUSTON (1/9/99, 12:30 PM, LOCAL, 10 minutes)**

Topic: Hispanic Political Participation Issues

Interview with LULAC president Rick Dovalina and newly-elected State Representative Rick Noriega focused social and political issues of concern to the Hispanic community, including education, economic development, immigration, the 2000 Census and votership.

**\*VIVA HOUSTON (1/9/99, 12:30 PM, LOCAL, 8:15)**

Interview with education consultant Dr. Dorothy Caram and Houston Independent School District Assistant Superintendent Jaime de la Isla focused on education as the number one concern for the Hispanic community. The talk included discussion on the issues surrounding bilingual education across the country.

**\*VIVA HOUSTON (1/30/99, 12:30 PM, LOCAL, 6:00 minutes)**

An interview with Colombia Deputy Consul General Margarita Arango conveyed the hardships faced by the victims of Hurricane Mitch in Colombia, Nicaragua, El Salvador and Guatemala. The Deputy Consul made an appeal to the Houston community to help the relief effort with donations.

**\*VIVA HOUSTON (1/30/99, 12:30 PM, LOCAL, 5 minutes)**

Guest Jenny Castaneda, director of the Hispanic Forum, sponsor of the annual career day, along with guest Cesar Martinez, honorary student co-chair of the event stressed the importance of students taking part in the city-wide all-day fair to learn about scholarship opportunities, higher education options and education resources.

**\*VIVA HOUSTON (1/30/99, 12:30 PM, LOCAL, 5:30 minutes)**

Topic: Houston Livestock Show & Rodeo "Go Tejano" Scholarship Drive

Guest Frank Flores, with the Houston Rodeo "Go Tejano" Scholarship Committee, encouraged the community to take part in the scholarship fund-raising events and announced the availability of scholarships for area youth.

**\*VIVA HOUSTON (3/6/99, 12:30-1:00 PM, LOCAL, 5 minutes)**

Guest Arlette Molina, president of Hispanic Women in Leadership, highlighted the issues of major concern to Latinas, including education and professional advancement. She also highlighted topics on the agenda of the annual conference of Hispanic Women in Leadership.

**\*VIVA HOUSTON (3/6/99, 12:30 PM, LOCAL, 5 minutes)**

Topic: Blood Drive

ISSUE/PROGRAM REPORTS  
(January 1-March 31, 1999)  
FILED APRIL 10, 1999  
KTRK-TV, Houston

6-6-6

**ISSUE: EDUCATION**

The Houston Independent School District is the largest district in the Houston-Galveston area and has long been one of the poorest. In an effort to bring the schools to standards, a multi-million dollar bond referendum was included on the November ballot.

**VIVA HOUSTON (1/9/99, 12:30-1:00 PM, LOCAL, 8 minutes)**

Interview with education consultant Dr. Dorothy Caram and Houston Independent School District Assistant Superintendent Jaime de la Isla focused on education as the number one concern for the Hispanic community. The talk included discussion on the issues surrounding bilingual education across the country.

**DEBRA DUNCAN (3/1/99, 9:00-10:00 AM, LOCAL, 30 minutes)**



Guest Pamela Powell, chief marketing officer with the Gulf Coast Regional Blood Bank and blood recipient and heart patient at St. Luke's Episcopal Hospital Oscar Dominguez, talked about recent blood bank shortages and the crucial need for people to donate blood to help save lives. The public was invited to ABC/13's annual blood drive undertaken in partnership with the Blood Center and St. Luke's Episcopal Hospital.

**\*VIVA HOUSTON (3/13/99, 12:30 PM, LOCAL, 5:30 minutes)**

Guest Herlinda Gonzales, Director of the community-based SER Jobs for Progress, announced the organizations new one-stop jobs/careers centers. She highlighted the various employment search and interview preparation services available the area residents.

**\*VIVA HOUSTON (3/13/99, 12:30-1:00 PM, LOCAL, 5 minutes)**

Guest Rebecca Jasso, executive director of the Sickel Cell Association, discussed the special needs of people afflicted with sickle cell disease. She highlighted the self-help, informational and referral services that the association provides for sickle cell patients and their families and invited the public to support the association's annual benefit, an event sponsored by ABC/13.

**\*VIVA HOUSTON (3/20/99, 12:30-1:00 PM, LOCAL, 15 minutes)**

This two-part interview focused on crime prevention efforts by Houston Police Department. The guests were HPD Officer with the Community Services Division Mary Luna, HPD Juvenile Division Officer Donald Swonke, HPD Homicide Division Sgt. assigned to the "Chicano Squad" C.T. Mosqueda, and the Mayor's Anti-gang Office director Kim Ogg. The officers discussed the challenges that they face addressing youth crime in the community. Ms. Ogg highlighted steps that the Mayor's Anti-gang Office is taking to address gang-related crime and gang retaliation. The conversation pointed to resources available through HPD's Community Services Division and the Mayor's Anti-gang Office. The officers provided an overview of HPD's "March on Crime," an annual crime prevention public awareness campaign.

**\*VIVA HOUSTON (3/27/99, 12:30 PM, LOCAL, 6 minutes)**

Guest Nancy Mathis, R.N. with Harris County Public Health & Environmental Services and Rosie Perez, board member of the Houston Area Immunization Coalition stressed the importance of parents making sure their children receive needed immunizations. The public was informed of the medical services and resources offered through these two entities. An immunization drive offering free immunizations to area residents was announced, a public service campaign sponsored by ABC/13.